HCSM ANNUAL INDEX

This index to *Health Care Strategic Management* covers the January 1990 to December 1991 issues and is included to help readers locate articles or gather information on a specific topic. We hope you find it useful.

The index consists of two sections—a cross-referenced *subject* index and an index of *regular features*. Each entry indicates the date of issue and starting page number. For example, O 91:11 indicates that the article appeared in the October 1991 issue, starting on page 11.

To order back issues or reprints, call *Health Care Strategic Management* at 1-800-328-3211.

SUBJECT INDEX

Academic Medical Centers
• Baylor Opens $20 Million Landry Sports Medicine Research Center in Dallas. Feb 91:4.
• Bone Marrow Focus of New Program. Aug 90:5.
• Colorado's University Hospital Goes Independent. Jan 90:4.
• Hospital Agenda to Prioritize (Interview of John D. Forsyth). S 91:8.
• HCFA's Mortality Statistics Boost Teaching Hospitals (Donald E. L. Johnson). Jan 90:2.
• Florida Outreach Fits Plan (Interview of Charles A. LeMaistre). Feb 91:8.
• Paid Newsletters Offer Profit Potential to Medical Centers (Donald E. L. Johnson). Feb 90:1.
• USC and NME Plan New Tertiary Care Hospital. Jul 90:4.

AIDS
• AIDS Bibliography. Apr 90:6.
• AIDS Report Summarizes Data for Hospital Managers. Apr 90:6.
• AIDS Statistics Quantify Hospitals' Efforts to Cope. Mar 91:5.
• Illinois Masonic Exercises, Reworks Crisis Strategy to Handle HIV Case. Je 91:4.
• Slim Profits, Moral Issue Characterize AIDS Care. Aug 91:1.

Alliances
• Florida Outreach Fits Plan (Interview of Charles A. LeMaistre). Feb 91:8.

Ambulatory Services
• Ambulatory Care To Drive Hospital Services in 1990s (Ted Matson). Mar 91:16.
• Consumers Willing to Pay for Ambulatory Surgery. Mar 90:7.
• Data Base Evaluates Ambulatory Surgery Care. N 91:7.
• Electrocardiology Follows Trend to Outpatient Care. O 90:5.
• 5-Year Data Confirm Shift to Outpatient Site of Care. O 90:23.
• Free-standing Centers Spell Benefits for Hospitals, Says Environmental Scan. Aug 91:6.
• Hospital-based Ambulatory Care Faces Uncertain Future (Donald E. L. Johnson). Apr 90:2.
• Inforum AmPlan Aims Database Ambulatory Care. Apr 91:6.
• Next Decade to Focus on Long-term Care, Outpatient Services. Je 91:23.
• Patient Records Show Disease Data. Mar 90:6.
• Pre-design Facilities for Change (James Zampetti). Apr 90:12.
• RBRVS May Have Big Impact on Ambulatory Care Services. Mar 90:3.
• Reducing Inpatient Stays Not Panacea for '90s. Je 91:6.
• Robert Davidge Plans for Growth of Ambulatory Care (Interview of Robert C. Davidge). Mar 90:8

Capital Finance
• CFOs Face Ten Threats to Capital Investment. May 90:4.
• Hi-Tech Neurology Tools Mean Capital Spending. May 90:23.

Cardiac Services
• Aging of America Means Growth for Valve Implants. Feb 91:5.
• AMA and Rand Look at Cardiology Patient Management. Jul 90:8.
• Buffalo General Expands Cardiac Transplants. Jul 90:3.
• Bypass Surgery Under Siege from Angina Study. Jan 91:8.
• Cardiac Patients to Gain from Quality Food Service. N 90:4.
• Cardiac Registry Follows Up with Heart Patients. Je 90:7.
• Cardiac Rehabilitation Enhances Hospital Image. S 90:1.
• Cardiology Needs Good Planning for the Future (Joane H. Goodroe & Kevin J. Hichs). Aug 90:16.
• Cardiovascular Heads Cement Ties With Group To Further Specialty. D 90:4.
• Chest Pain Center Spotlights Cardiac Care. Feb 90:4.
• Database Maps Cardiovascular Surgeons. June 90:5.
• Drugs for Arrhythmia Sudden Cardiac Deaths. Jan 91:8.
• Heart Disease: Medicare Discharges and Deaths. Aug 90:23.
• Heart DRG Strategy Enabled Lourdes to Build a Budget Surplus. S 90:4.
• Hospital Finds Head Start With Catheterization Test. Jan 91:5.
• Hypertension Signals Possible Heart Attack. Aug 90:6.
• Insurance Modes Create Second Class Patients In Cardiac Care Services. N 90:7.
• Study: Angioplasty Safe for 80-Year-Old Patients. O 90:7.

Clinical Services
• Administrators Need A Say in Clinical Guidelines. Jan 91:8.
• Iowa Clinic Expands Orthopedic Hours. Aug 90:5.
• Family House Temporary Home For Transplant Patients. Aug 90:5.
• Pediatric Clinics and Surgicenters Widen Market Reach. Mar 90:4.
• School Health Center Making the Grade. Jul 91:5.
• Sleep Centers Outlay Can Reap Rewards. S 91:1.

Decision-Support Systems
(See Market Research)

Demographics
• UPDATE Database Targets Market Demographics. S 91:7.

Diversification
• Barnes Tries Many Strategies to Improve Transplant Donations. Apr 91:4.
• Diabetes Offers Niche—But For Few Hospitals. Je 91:1.
• Diversification Has Four Keys. Apr 90:5.
• Hit Niche Markets With Disease-Specific Programs. May 90:21.
• Hospital-based SNFs: A Good Bet for Institutions? Jun 90:1.
• Illinois Masonic Raises Market Share in Face of Competition. Apr 90:19.
• Iowa Kidney Stone Center Thrives With New Plan. Apr 91:4.
• Long-term Care Offers Opportunity For Revenue (Rolf D. Dixon). Je 91:14.
• Multi's Tried Four Key Diversification Strategies in '80s. Jun 90:5.
• Pain Centers Need Dollars, Resources from Hospitals. Aug 90:1.
• Parker Discusses Vision (Interview of Scott S. Parker). S 90:8.
• Planning Hospital Boards for the Future (Interview of Paul G. Wedel.) Aug 90:9.
• Sales Force Can Lead to Dollars for OH Services (Janet L. Snow) Feb 91:13.
• Sports Medicine Centers Offer Marginal Profits. N 90:1.
• Systems Face Challenges (Interview of Fred L. Brown). Apr 91:8.
• Too Few Beds? (Diana L. Martinetto, MSN, MSA). Jun 90:17.
• Trauma Raises Questions (Interview of Jeptha W. Dalston, PhD). N 90:8.

Efficiency/Productivity
• Communication Network Increases Efficiency Among Individual Facilities. Aug 91:4.
• New Act Makes Directives Part of Hospital Policy (Nancy E. Paridy, JD). May91:13.
• New Hospital Combines State-of-Art Equipment for Tower Facility. Aug 91:4.
• "No Excuses Management" Increases Productivity; Good Model for Hospitals. O 90:7.
• Stockless Purchasing Offers Potential Savings For Hospitals (Donald E. L. Johnson). O 90:2.
• System Unites Oncology Services. Jul 91:5.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

HCSM ANNUAL INDEX

This index to *Health Care Strategic Management* covers the January 1990 to December 1991 issues and is included to help readers locate articles or gather information on a specific topic. We hope you find it useful.

The index consists of two sections—a cross-referenced *subject* index and an index of *regular features*. Each entry indicates the date of issue and starting page number. For example, O 91:11 indicates that the article appeared in the October 1991 issue, starting on page 11.

To order back issues or reprints, call *Health Care Strategic Management* at 1-800-328-3211.

SUBJECT INDEX

Academic Medical Centers
• Baylor Opens $20 Million Landry Sports Medicine Research Center in Dallas. Feb 91:4.
• Bone Marrow Focus of New Program. Aug 90:5.
• Colorado's University Hospital Goes Independent. Jan 90:4.
• Hospital Agenda to Prioritize (Interview of John D. Forsyth). S 91:8.
• HCFA's Mortality Statistics Boost Teaching Hospitals (Donald E. L. Johnson). Jan 90:2.
• Florida Outreach Fits Plan (Interview of Charles A. LeMaistre). Feb 91:8.
• Paid Newsletters Offer Profit Potential to Medical Centers (Donald E. L. Johnson). Feb 90:1.
• USC and NME Plan New Tertiary Care Hospital. Jul 90:4.

AIDS
• AIDS Bibliography. Apr 90:6.
• AIDS Report Summarizes Data for Hospital Managers. Apr 90:6.
• AIDS Statistics Quantify Hospitals' Efforts to Cope. Mar 91:5.
• Illinois Masonic Exercises, Reworks Crisis Strategy to Handle HIV Case. Je 91:4.
• Slim Profits, Moral Issue Characterize AIDS Care. Aug 91:1.

Alliances
• Florida Outreach Fits Plan (Interview of Charles A. LeMaistre). Feb 91:8.

Ambulatory Services
• Ambulatory Care To Drive Hospital Services in 1990s (Ted Matson). Mar 91:16.
• Consumers Willing to Pay for Ambulatory Surgery. Mar 90:7.
• Data Base Evaluates Ambulatory Surgery Care. N 91:7.
• Electrocardiology Follows Trend to Outpatient Care. O 90:5.
• 5-Year Data Confirm Shift to Outpatient Site of Care. O 90:23.
• Free-standing Centers Spell Benefits for Hospitals, Says Environmental Scan. Aug 91:6.
• Hospital-based Ambulatory Care Faces Uncertain Future (Donald E. L. Johnson). Apr 90:2.
• Inforum AmPlan Aims Database Ambulatory Care. Apr 91:6.
• Next Decade to Focus on Long-term Care, Outpatient Services. Je 91:23.
• Patient Records Show Disease Data. Mar 90:6.
• Pre-design Facilities for Change (James Zampetti). Apr 90:12.
• RBRVS May Have Big Impact on Ambulatory Care Services. Mar 90:3.
• Reducing Inpatient Stays Not Panacea for '90s. Je 91:6.
• Robert Davidge Plans for Growth of Ambulatory Care (Interview of Robert C. Davidge). Mar 90:8

Capital Finance
• CFOs Face Ten Threats to Capital Investment. May 90:4.
• Hi-Tech Neurology Tools Mean Capital Spending. May 90:23.

Cardiac Services
• Aging of America Means Growth for Valve Implants. Feb 91:5.
• AMA and Rand Look at Cardiology Patient Management. Jul 90:8.
• Buffalo General Expands Cardiac Transplants. Jul 90:3.
• Bypass Surgery Under Siege from Angina Study. Jan 91:8.
• Cardiac Patients to Gain from Quality Food Service. N 90:4.
• Cardiac Registry Follows Up with Heart Patients. Je 90:7.
• Cardiac Rehabilitation Enhances Hospital Image. S 90:1.
• Cardiology Needs Good Planning for the Future (Joane H. Goodroe & Kevin J. Hichs). Aug 90:16.
• Cardiovascular Heads Cement Ties With Group To Further Specialty. D 90:4.
• Chest Pain Center Spotlights Cardiac Care. Feb 90:4.
• Database Maps Cardiovascular Surgeons. June 90:5.
• Drugs for Arrhythmia Sudden Cardiac Deaths. Jan 91:8.
• Heart Disease: Medicare Discharges and Deaths. Aug 90:23.
• Heart DRG Strategy Enabled Lourdes to Build a Budget Surplus. S 90:4.
• Hospital Finds Head Start With Catheterization Test. Jan 91:5.
• Hypertension Signals Possible Heart Attack. Aug 90:6.
• Insurance Modes Create Second Class Patients In Cardiac Care Services. N 90:7.
• Study: Angioplasty Safe for 80-Year-Old Patients. O 90:7.

Clinical Services
• Administrators Need A Say in Clinical Guidelines. Jan 91:8.
• Iowa Clinic Expands Orthopedic Hours. Aug 90:5.
• Family House Temporary Home For Transplant Patients. Aug 90:5.
• Pediatric Clinics and Surgicenters Widen Market Reach. Mar 90:4.
• School Health Center Making the Grade. Jul 91:5.
• Sleep Centers Outlay Can Reap Rewards. S 91:1.

Decision-Support Systems
(See Market Research)

Demographics
• UPDATE Database Targets Market Demographics. S 91:7.

Diversification
• Barnes Tries Many Strategies to Improve Transplant Donations. Apr 91:4.
• Diabetes Offers Niche—But For Few Hospitals. Je 91:1.
• Diversification Has Four Keys. Apr 90:5.
• Hit Niche Markets With Disease-Specific Programs. May 90:21.
• Hospital-based SNFs: A Good Bet for Institutions? Jun 90:1.
• Illinois Masonic Raises Market Share in Face of Competition. Apr 90:19.
• Iowa Kidney Stone Center Thrives With New Plan. Apr 91:4.
• Long-term Care Offers Opportunity For Revenue (Rolf D. Dixon). Je 91:14.
• Multi's Tried Four Key Diversification Strategies in '80s. Jun 90:5.
• Pain Centers Need Dollars, Resources from Hospitals. Aug 90:1.
• Parker Discusses Vision (Interview of Scott S. Parker). S 90:8.
• Planning Hospital Boards for the Future (Interview of Paul G. Wedel.) Aug 90:9.
• Sales Force Can Lead to Dollars for OH Services (Janet L. Snow) Feb 91:13.
• Sports Medicine Centers Offer Marginal Profits. N 90:1.
• Systems Face Challenges (Interview of Fred L. Brown). Apr 91:8.
• Too Few Beds? (Diana L. Martinetto, MSN, MSA). Jun 90:17.
• Trauma Raises Questions (Interview of Jeptha W. Dalston, PhD). N 90:8.

Efficiency/Productivity
• Communication Network Increases Efficiency Among Individual Facilities. Aug 91:4.
• New Act Makes Directives Part of Hospital Policy (Nancy E. Paridy, JD). May91:13.
• New Hospital Combines State-of-Art Equipment for Tower Facility. Aug 91:4.
• "No Excuses Management" Increases Productivity; Good Model for Hospitals. O 90:7.
• Stockless Purchasing Offers Potential Savings For Hospitals (Donald E. L. Johnson). O 90:2.
• System Unites Oncology Services. Jul 91:5.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

Reprints and back issues available from *HCSM*, 1-800-328-3211.

Elderly

- Aging of America Means Growth for Valve Implants. Feb 91:5.
- Aging Populations Give Hospitals Potential Focus. Apr 91:1.
- Hospitals Plan for the Aging of America (Siri N. Espy & Red Rubin). Aug 90:13.
- Hospitals Should Track Alternative Care Providers (Donald E. L. Johnson). Aug 91:2.
- Hybrid Approach Offers Option for Long-Term Older Adult Care (Michael J. Doyle). N 91:15.
- More Than 20% of Retired Persons Only Have Medicaid Coverage. Mar 90:23
- 9% of Retired Persons Don't Have Any Private Insurance Coverage. Mar 90:23
- Nursing Home Ownership in the Unites States: Three-quarters Are For-Profit. Feb 90:23.
- Nursing Homes Report Patients' Mental Problems. Jan 91:23.
- Sample Shows Few Nursing Homes Connected to Hospitals in the United States. Feb 90:23.
- Survey Predicts Total of Nursing Home Beds Will Rise 5% in 1990. Feb 90:23.

Financial Management

- Approaches to Medical Practice Valuations (Robert F. Reilly). Mar 90:15.
- CEOs Cite Survival Strategies for 1990s; Specialization Noted. N 90:5.
- Database Study: Hospital Financial Picture Darkens. Feb 91:6.
- Health Execs Make Top Dollar List in Forbes. Jun 90:7.
- Hospital Executives See Moderate Salary Gains. Mar 91:7.
- Look for More Employers to Become their Own Providers (Susan J. Alt). O 91:2.
- Tracking Turns 19-Month Tide to Hospital Bottom Line(David E. Raymond). Jul 90:14.
- Trauma Raises Questions (Interview of Jeptha W. Dalston, Ph.D.). N 90:8.
- Turnaround Owes Success to New Community Strategy. Mar 90:4.
- United Hospital Fund Studies New York Debt. May 90:6.

Forecasts

- Fastest Urban Growth Slated for South, West for the Next Decade. N 90:5.
- Survey Predicts Harsh Climate for Health Care in 1990. N 90:5.

Health Care Delivery

- Alternative Futures in Health Care (Bruce R. Bonine). Jan 90:12
- Home Health Care Services Mix Varies By Type of Ownership. Apr 90:23.

Health Care Systems

- Core Competencies Define Medical Centers of the Future (Donald E. L. Johnson). Jul 90:2.
- Health Care Proposals Call for Mere Tinkering to Overhaul. O 91:16
- Inpatient/Home Care Combination Saves Money, Improves Quality of Life. S 91:6.
- Is the Worst Health Care System the Best Public Service? Je 91:3.
- Meeting Managed Mental Health Demands (Benjamin B. Fox & David L. Gottheiner). Feb 90:15.
- Partnership Nets $2 Million in Profits for N. Y. Hospital. Jul 91:4.
- Pre-design Facilities for Change (James Zampetti). Apr 90:12.
- Slim Profits, Moral Issue Characterize AIDS Care. Aug 91:1.
- Systems Require Visionaries (Interview of Don L. Arnwine). Jul 91:8.

Health Maintenance Organizations

- Humana Tries Important Entry Into Chicago Market (Ruth Kalish, Ph.D.). N 90:14.
- HMO Growth Explosion Levels Off, Says Report. N 91:5.
- HMO Study Tracks Steady Gains. Jun 90:5.
- Hospital and Physician Joint Venture IPAs Threaten HMOs (Donald E. L. Johnson). Feb 90:2.
- Marketing to Managed Care Groups Challenges Hospitals (Donald E. L. Johnson). N 91:2
- 1988 HMO Profits Up, But They Still Run in the Red. S 90:5.
- Open Model HMO is Getting Good Press Cutting Workers' Hospitalization Costs. May 90:7.
- Premiums Soar, Employers' Rate Up for Coverage. S 91:23.

Hospital Design and Construction

- Appropriate Design Takes Input From All Corners (Donald Brunnquell, Barbara Balik & Thomas Pearson). Jan 91:16.
- Construction Cost Vary by Location, Formula. N 91:23.
- Decade Will Foster New Building. Je 91:17.
- HCA Centennial Remodels its Obstetrics Unit. Je 90:4.
- Mt. Sinai Hospital Enters New Building Phase. Apr 90:4.
- Real Estate Investments Demand Strategic Planning, Objectives. O 91:12.

Hospital Planning

- Challenge is Redefinition (Interview of Charles N. Martin, Jr.). O 90:8.
- Consultants' Plans Marry the Best of Two Existing Hospitals. N 91:13.
- Executive Incentive Plans Gain Favor in Hospitals. S 90:5.
- High Quality Health Focus Could Cure Ills of System (James O. Jonassen). Apr 91:13.
- Good Planning Alleviates Bad Effects of Stoppages (Ellizabeth Rosenthal). D 90:13.
- Hospital Agenda to Prioritize (Interview of John D. Forsyth). S 91:8.
- Hospital Portfolio Analysis (James. L. Bare and Alice I. Bess). May 90:10.
- Hospitals Tighten Organ Procedures. Jul 90:21.
- How Can You Encourage Innovation in a Hospital? S 90:7.
- Insurers Take Steps to Ensure Quality in All Transplant Programs They Reimburse. Jul 90:22.
- Joint Commission Gets Mixed Reviews from CEOs. May 90:6.
- Marketing Audit Reveals Holes and Opportunities (Ellen Pearson). Jul 90:15.
- New Facility Builds on Experience (Interview of Craig Livermore). N 91:8.
- Opinion Study Shows Need to Improve Administrator's Public Image. Feb 91:7.
- Pain Centers Need Dollars, Resources from Hospitals. Aug 90:1.
- Planners Should Play Bigger Roles in Their Hospitals. D 90:2.
- Planning to Plan: The Process of Success for the Future. D. 91:16.
- Planning Hospital Boards for the Future (Interview of Paul G. Wedel). Aug 90:9.
- Recession May Force Hospital Planners to Reassess Strategies (Donald E. L. Johnson). S 90:2.
- Study Examines Systems Integration of Multi's. Mar 91:4.
- Systems Face Challenges (Interview of Fred L. Brown). Apr 91:8.
- TQM Is Key to Improving Services But It's Not for Every Hospital (Gerald J. McCarthy, MD). N 91:18.

Hospital Restructuring

- Allen P. Fletcher: Building a Regional Medical Center (Interview of Allen P. Fletcher.) Apr 90:8.
- Consultants Calm Hospital Waters (David L. Woodrum). Aug 91:8.
- Consultants' Plans Marry the Best of Two Existing Hospitals. N 91:13.
- CQI System Puts Process Into Improving Hospital (Loretta Vanderveen). Feb 91:16.
- Hospitals Need Strategies for Collaboration, Competition. (Donald E. L. Johnson). S 91:2.
- Industry Strategies Have Appropriate Home in Hospitals (Interview of Lindsey Bradley). Jun 90:8.
- New Facility Builds on Experience (Interview of Craig Livermore). N 91:8.
- Public Anger Makes Health Care Reforms More Likely (Donald E. L. Johnson). D 91:2.
- Recovery Centers Rx For Excess Beds in Hospitals. Jan 91:1.
- Transitional Planning Calls for New Thinking, Approach (Patrick Philbin). Aug 91:16.
- Vertical Integration Increases Opportunities for Patient Flow. (Richard A. Radoccia, John A. Venvenuto, Lee Blancett). Aug 91:13.

Information Systems

- AMA/Net Closing Causes Market Void. O 90:6.
- Cardiac Registry Follows Up with Heart Patients. Je 90:7.
- Data Banks to Track Conduct, Work of Doctors. Aug 90:7.
- Database Service Educates Patients With Information on Preventive Care. Aug 91:7.
- DRG, ICD-9 Databases to Aid in Planning Efforts. Jul 91:7.
- Hospital Survey Is On Line. Jul 90:8.
- New Information System Offers Decision Support. D 90:6.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

• New System Allows Execs Integrated Approach to Information Gathering. D 90:6
• Physicians' Databases Good Recruiting Source. Jun 90:6.
• Successful Hospital Spend Heavily on Departmental Data Systems. O 90:6.

Joint Ventures

• Hospital and Physician Joint Venture IPAs Threaten HMOs (Donald E. L. Johnson). Feb 90:2

Law

• Book Lists Health Care Laws. Jun 90:6.
• New Act Makes Directives Part of Hospital Policy (Nancy E. Paridy, JD). May 91:13.

Long Term Care

• Hospital-based SNFs: A Good Bet for Institutions? Je 90:1.
• Hospitals Should Track Alternative Care Providers (Donald E. L. Johnson). Aug 91:2.
• Hybrid Approach Offers Option for Long Term Older Adult Care (Michael J. Doyle). N 91:15.
• Karl Bartscht Develops Transition Care Units (Interview of Karl G. Bartscht. Jan 90:8.
• Long-term Care Offers Opportunity For Revenue (Rolf D. Dixon). Je 91:14.
• Long-term Patients Choose Proprietary Agencies for Home Health Needs. Apr 90:23.
• New Act Makes Directives Part of Hospital Policy (Nancy E. Paridy, JD). May 91:13.
• Next Decade to Focus on Long-term Care, Outpatient Services. Je 91:23.

Marketing

• Beating the Clock New Marketing Ploy for Hospital. S 91:4.
• Bone Marrow Transplant Offers Limited Potential. Jul 91:1.
• Communicate Tour Hospital's Quality by Writing, Speaking (Donald E. L. Johnson). Apr 91:2.
• Consumer Marketing Pays Off for Omaha Hospital. Feb 90:4.
• Customer Management System Masters Mailings. Apr 91:6.
• Diabetes Offers Niche—But For Few Hospitals. Je 91:1.
• Health Line Rings in New Business. Mar 90:5.
• Health Publication Reference Source Available. Feb 90:5.
• Hospital Expects Dollars From Hispanic Patients, New Physicians. Je 91:4.
• Illinois Masonic Raises Market Share in Face of Competition. Apr 90:19.
• Joint Oncology Programs Offer Market Opportunities. O 90:1.
• Marketing to Managed Care Groups Challenges Hospitals (Donald E. L. Johnson). N 91:2
• Marketing Plan Joins Publicity, Philanthropy to Promote Cancer Center. N 90:4.
• Marketing Within Your Organization. Mar 90:5.
• Nurses Bonus Program Draws Staff to Hospitals. Je 90:4.
• The Obstetrics Market Matures for LDRs/LDRPs. Apr 90:1.
• Paid Newsletters Offer Profit Potential to Medical Centers (Donald E. L. Johnson). Feb 90:1.
• Pediatric Oncology Patients Not Future Profit Center. May 91:1.
• Positioning Must Have New Place in Health Arena (Philip L. Ronning). N 90:17.
• Referring Physician Guide Nets More Business for Indiana Hospital. Je 91:5.
• Teleservices Center Puts a New Twist On an Old Concept (Ian R. Lazarus). Jul 91:16.
• Tip Sheets Tell Successes of Product Line Marketing. D 90:4.
• UPDATE Database Targets Market Demographics. S 01:7.

Market Research

• Almanac Targets the Consumer Markets. Feb 90:6.
• Business Database to Aid Planners with Business Location Coverage. Feb 90:5.
• Gallup Defines New Opinion Groups for Market Analysts (Donald E. L. Johnson). Aug 90:2.
• Marketing Audit Reveals Holes and Opportunities (Ellen Pearson). Jul 90:15.
• Market Research Deserves More Direction from CEO. Mar 91:7.
• Market Research Valuable Tool if Used Correctly. Aug 91:5.
• Orthopedic Study Shows New Interests Developing Among Field's Specialists. S 90:5.
• Six Types of Health Care Consumers Identified by Gallup. Aug 90:3.
• Software Refines Search for Additional Patient Markets. Jan 90:6
• Staff Sensitivity Influences Patients. Jan 90:7.
• Survey Estimates Average Salaries for 1989 Residents. Mar 90:7.

Medical Costs/Pricing

• Capital Rule To Put Reins On Hospital Spending. May 91:6.
• CEO Salaries, Bonuses Show Similar Growth. Jul 91:6.
• Changing Physician Behavior Is Tool to Reduce Health Care Costs (Alan H. Rosenstein, MD, MBA; David Shulkin, MD). S 91:14.
• Chemotherapy Costs Rise. Jul 90:7.
• Colorado's University Hospital Goes Independent. Jan 90:4
• Costs Change MD Attitudes about Lab Tests. Jun 90:7.
• "Critical Choices" Report Takes Hard Look at Rising U.S. Health Care Costs. Feb 91:5.
• Debate Rages over Pittsburgh Data. Jul 90:8.
• Direct Contract Tactic For Health Care Marketplace (Nellie O'Gara). O 90:16.
• Georgia Baptist Analyzes Heart, Orthopedic Lines. Mar 91:6.
• Hedging Opportunities in Health Care (James A. Hayes). Mar 90:12.
• Hospital Pension Money Deserves Proper Strategy (Katherine S. Clark). May 91:16.
• Hospital Portfolio Analysis (James. L. Bare and Alice I. Bess). May 90:10.
• Hospital Costs May Soar At Tertiary Teaching Facilities, Says JAMA. O 90:7.
• Income Guarantee Draw to Recruit MDs to Hospitals. S 91:5.
• Indicators Confirm Trend: Hospitals Slipping Fiscally. Aug 91:23.
• Insurers Will Force Look at Quality for Payments. Feb 91:1.
• JCFA's Mortality Statistics Boost Teaching Hospitals (Donald E. L. Johnson). Jan 90:2.
• Key Cost-Cutting Lessons Gleaned from Industry. May 90:7.
• Med-Index Database Give Hospitals Comparisons. Jul 91:7.
• Method of Mental Health Care Affects Medical Costs. Jul 90:7.
• Multi-unit Providers Will Focus On Benefits Rather Than Size (Donald E. L. Johnson). May 91:2.
• Outside Collectors Help Hospital Regain Payments. S 91:4.
• Payers, Patients Will Force New Directions in Health (*The Crisis in Health Care)* —Reviewed by Judith Graham—. Jan 91:14.
• Payment Source Has Less Clout on Length-of-Stay. Jul 91:6.
• Philadelphia Cost Studies Examine DRG Charges. Jan 91:6.
• Pittsburgh Quality Data Sparks Cost Debate. Je 90:6.
• Public Sources Assume Large Role in Paying for Health Care. Aug 91:6.
• Transplant Programs Will Receive Scrutiny. Mar 91:4.
• Trend Continues: Hospitals Spend More, Earn Less. Mar 91:23.

Medical Staff

• CEO-MD Ties Focus for Future. S 91:17.
• Coalitions Note Successes, Frustrations in Cost Battle. Jan 90:5.
• Hospital Pension Money Deserves Proper Strategy (Katherine S. Clark) May 91:16.
• Hospitals, Labor Unions Forge New Council. Jul 90:6.
• The Medical Staff of the Future (Philip L. Ronning). Jan 90:16.
• Medical Staff Literature Grows (Donald E. L. Johnson). May 90:8.
• Medical Staff Planning with a Database (Vincent Pivnicny). May 90:15.
• Administrators Should Help Restore the Image of Physicians. O 91:14.
• Report Internal Medicine Finds Internists Discouraged (Donald E. L. Johnson). Feb 91:2.
• Staff Communication Improves Patient Outcomes. Mar 90:5.
• Too Few Beds? (Diana L. Martinetto, MSN, MSA). Je 90:17.

Medical Trends

• Bone Marrow Transplant Offers Limited Potential. Jul 91:1.
• Changing Physician Behavior Is Tool to Reduce Health Care Costs (Alan H. Rosenstein, MD, MBA; David Shulkin, MD). S 91:14.
• Free-standing Centers Spell Benefits for Hospitals, Says Environmental

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

Scan. Aug 91:6.
• High-Tech Home Care: What's In It For Hospitals? Mar 90:1.
• Karl Bartscht Develops Transition Care Units (Interview of Karl G. Bartscht). Jan 90:8
• Key Strategic Decisions and Fine Tuning for the 1990s (Donald E. L. Johnson). Mar 90:2
• The Medical Staff of the Future (Philip L. Ronning). Jan 90:16.
• Neurology Offers Range of Opportunities for Hospitals (Mary F. Giffin, MBA). May 90:1.
• Neurology-related Diagnoses Show Varying Trends for Discharges. May 90:22.
• Orthopedic Surgery Field Will Expand by 41%. Feb 90:5.
• Recovery Centers Rx For Excess Beds in Hospitals. Jan 91:1.
• Report Internal Medicine Finds Internists Discouraged (Donald E. L. Johnson). Feb 91:2.
• Sales Force Can Lead to Dollars for OH Services (Janet L. Snow). Feb 91:13.

Medicare
• AHA Survey Reaps News Hospitals Already Know: Medicare Money Dropping. D 90:5.
• Cancer Accounts for 8% of Medicare Hospitalizations. N 90:23.
• Capital Rule To Put Reins On Hospital Spending. May 91:6.
• Cataract Study Calls for Revision of Medicare. Mar 91:7.
• Coronary Artery Bypass Grafts: Medicare Discharges. S 90:23.
• HCFA Experiments with Flat Rate Payments. Mar 91:5.
• Heart Disease: Medicare Discharges and Deaths. Aug 90:23.
• How Medicare Will Distribute 1991 Hospital Payments. Jul 90:23.
• Medicare-Allowed Fees For Physicians' Services: 1983-87. D 90:23.
• Medicare Statistics Shed New Light on Uninsured. D 90:5.
• Medicare Study Shows Varying Hospital Margins. May 90:5.
• Mix of Patients Important Indicator in Hospital Evaluation. Je 91:6.
• Putting a Perspective on the Financing of Cancer Care. N 90:3.
• Quality Not Sacrificed With Emergence of Medicare Cutbacks. N 90:7.
• Tracking Turns 19-Month Tide to Hospital Bottom Line (David E. Raymond). Jul 90:14.
• Typical Non-institutionalized Medicare Patient Takes 15 Medicines. Jan 90:23

Mergers and Acquisitions

Multihospital Systems
• Arthur Weintraub Discusses Metro Hospital Association (Interview of Arthur E. Weintraub). Feb 90:8.
• Consultants' Plans Marry the Best of Two Existing Hospitals. N 91:13.
• Joint Oncology Programs Offer Market Opportunities. O 90:1.
• Networks Strengthen Ties, Status of Rural Hospitals (Robert J. Parsons & Mark J. Howard). N 90:20.
• New Facility Builds on Experience (Interview of Craig Livermore). N 91:8.
• System Nets Economic Plusses (Interview of E. Wynn Presson). Je 91:8.
• Systems Require Visionaries (Interview of Don L. Arnwine). Jul 91:8.

Nursing
• Lack of Family Care Cited as Weakness for Hospital Nurses. S 91:6.
• Nurses Bonus Program Draws Staff to Hospitals. Jun 90:4.
• Nurse Recruiting Requires Careful Media Selection (Donald E. L. Johnson). Jun 90:2.
• Nursing Project Stems Shortage With Teams; Focuses on Joint Care. D 90:4.

Physician-Hospital Relations
• Allen P. Fletcher: Building a Regional Medical Center (Interview of Allen P. Fletcher). Apr 90:8.
• The Medical Staff of the Future (Philip L. Ronning). Jan 90:16

Planning Indicators
• Partners: Group Practices and Hospitals (Darrell L. Schryver, DPA). Feb 90:12.
• Physicians Need Attention from Administrators. Jul 91:4.

Preferred Provider Organizations
• Marketing to Managed Care Groups Challenges Hospitals (Donald E. L. Johnson). N 91:2
• Paid Newsletters Offer Profit Potential to Medical Centers (Donald E. L. Johnson). Feb 90:1.
• Premiums Soar, Employers' Rate Up for Coverage. S 91:23.

Product-Line Management
• Tip Sheets Tell Successes of Product Line Marketing. D 90:4.

Psychiatric Services
• Method of Mental Health Care Affects Medical Costs. Jul 90:7.
• NAPPH Data Base Tracks Quality of Treatment. N 91:7.

Quality
• The Argument Against Quality. Jan 90:3.
• Clinical Indicators Will Play Role in Accreditation Plan. Feb 90:7.
• Gallup Audit Helps Hospitals Define Quality. N 91:4.
• Hospital Image Based On Quality, Grace, Perception (Mark Newton & Steven R. Steiner). S 90:16.
• CQI System Puts Process Into Improving Hospital (Loretta Vanderveen). Feb 91:16.
• Insurers Will Force Look at Quality for Payments. Feb 91:1.
• NAPPH Data Base Tracks Quality of Treatment. N 91:7.
• Ohio Group Develops A Quality Measurement Database. Mar 90:6
• Physicians Assess Health Care Business Climate of 1990s. Feb 90:7.
• Quality: A Systematic Approach (Paul I. Work). Apr 90:15.
• Quality Means Control of Costs and Consistency. Apr 90:5.
• Quality Not Sacrificed With Emergence of Medicare Cutbacks. N 90:7.
• Peter Boland's Managed Care Book Stresses Quality, Data (Donald E. L. Johnson). Jan 91:2.
• System Identifies Problems of Hospital Department (Linda Lancaster). Sept 90:13.

Reimbursement
• Putting a Perspective on the Financing of Cancer Care. N 90:3.

Strategic Planning
• Assessments Claim Bigger Strategic Planning for Next Decade. Je 91:4.
• Bring Statement of Reality to Hospital's Strategic Vision – Letter to the Editor (Eric H. Helt, Ph.D.). Feb 90:3.
• Challenge is Redefinition (Interview of Charles N. Martin, Jr.). O 90:8.
• Communicate Your Hospital's Quality by Writing, Speaking (Donald E. L. Johnson). Apr 91:2.
• Community Input Valuable Asset for Hospital Board (Adrienne Nyman Miller). D 90:17.
• Core Competencies Define Medical Centers of the Future (Donald E. L. Johnson). Jul 90:2.
• High Quality Health Focus Could Cure Ills of System (James O. Jonassen). Apr 91:13.
• Hospitals Need Strategies for Collaboration, Competition (Donald E. L. Johnson). S 91:2.
• Hospitals Still Trail Other Industries in Computer Application Automation. S 91:5.
• Industry Strategies Have Appropriate Home in Hospitals (Interview of Lindsey Bradley). Je 90:8.
• Matrix Sorts Hospital Issues For Urgent of Long-Term Plan (A. Douglas Bender, Ph.D.). Jul 91:13.
• Medical Staff Literature Grows (Donald E. L. Johnson). May 90:8.
• Model Provides Structure for Strategy Development (James L. Bare). Mar 91:12.
• Mt. Sinai Hospital Enters New Building Phase. Apr 90:4.
• New Product Lines Planning Priorities. Jan 91:4.
• Parker Discusses Vision (Interview of Scott S. Parker). S 90:8.
• Pediatric Onocology Patients Nor Future Profit Center. May 91:1.
• Planning High on Agenda (Interview of Nancy Conlee Hart). Jan 91:9.
• Planning Necessary to Win Major Awards for Hospitals (Donald E. L. Johnson). Mar 91:2.
• Positioning Institute of Cancer Control Requires Promotion (Donald E. L.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

Reprints and back issues available from *HCSM*, 1-800-328-3211.

Johnson). N 90:2.
• Recession May Force Hospital Planners to Reassess Strategies (Donald E. L. Johnson). S 90:2.
• Save Children: Offer Prenatal and Postnatal Parent Training (Donald E. L. Johnson). May 90:2.
• Service First Puts Hospital in Touch (Interview of Roger W. Wesel). Jul 90:10.
• Stockless Purchasing Offers Potential Savings For Hospitals (Donald E. L. Johnson). O 90:2.
• Strategic Plan Needs Focus, Structure To Aid Vision (A. Douglas Bender). O 90:13.
• Strategic Predictions from Brown and McCool. May 90:4.
• Teleservices Center Puts a New Twist On an Old Concept (Ian R. Lazarus). Jul 91:16.
• Transitional Planning Calls for New Thinking, Approach (Patrick Philbin). Aug 91:16.
• TMQ Is Key to Improving Services But It's Not for Every Hospital (Gerald J. Mc Carthy, MD). N 91:18.
• Use Alliances to Develop and Expand Core Competencies. Jul 90:3.
• Vertical Integration Increases Opportunities for Patient Flow (Richard A. Radoccia, John A. Venvenuto, Lee Blancett). Aug 91:13.
• What Do Critics Know? They Are Hardly Good Role Models (Donald E. L. Johnson). Je 91:2.
• Workbook Highlights Strategic Assessments. Feb 90:6

Technology

• AHA Enhances Monitrend II Statistics Product. N 90:6.
• Alternative Futures in Health Care (Bruce R. Bonine). Jan 90:12.
• Bone Marrow Transplant Offers Limited Potential. Jul 91:1.
• Barrow MRI Treats Back Pain; New Spine Clinic Will Conduct Research. S 90:4.
• Baxter Exits Marketing Software; Sells to Access. Aug 90:7.
• Bionic Bodies, Orthopedic Surgery Attract Media. Feb 91:7.
• 'Buyer Beware' of Computer Contract Wording. Jun 90:6.
• Computer Generates Patient Reminders. S 91:7.
• Database Monitors Patient Satisfaction with Services. S 91:7.
• Decision Support Software Develops. Mar 90:6.
• Decision Support Software Spreads. Aug 90:7.
• Humana tests EIS for Strategic Plan Support. S 90:6.
• High-Tech Home Care: What's In It For Hospitals? Mar 90:1.
• Hospitals Still Trail Other Industries in Computer Application Automation. S 91:5.
• Industrial Partnership Builds Proton Cancer Unit At Loma Linda University. S 90:4.
• Medical Technology Survey Shows Diffusion. Mar 91:5.
• Organ Transplants Offer Limited Opportunities. Jul 90:1.
• Peter Boland's Managed Care Bood Stresses Quality, Data (Donald E. L. Johnson). Jan 91:2.
• Samaritan Installs IBM Executive Decision/VM. N 90:6.
• Severity of Illness Software Gets Nod. Aug 90:7.
• Software Solves Orthopedics Cost Problems. Aug 90:7.
• System Links Patients to Hospital Through Home Computer Programs. N 91:7.
• Use Alliances to Develop and Expand Core Competencies. Jul 90:3.

Telecommunications

• Communication Network Increases Efficiency Among Individual Facilities. Aug 91:4.

Utilization

• Meeting Managed Mental Health Demands (Benjamin B. Fox & David L. Gottheiner). Feb 90:15.
• National Health Insurance: Prospects and Problems (Thomas P. Weil, PhD). Jun 90:14.
• New Tool Aids Utilization Review. O 90:4.
• Utilization Patterns and Strategic Implications in the 1990s. Feb 90:22

Women

• Breast Cancer Patients Demand More Dollars for Research, Therapy. Jan 91:8.
• Mammography May Add To Cost of Women's Care. N 90:7.
• The Obstetrics Market Matures for LDRs/LDRPs. Apr 90:1.
• Preterm Care Project Cuts High Costs in Hartford Study. Jan 90:5.
• Study: Maternal Cocaine Use Doubles Rate of Newborn ICU Admission. N 91:6
• Winning Women's Centers Demand Latest of Services. D 90:1.

Regular Features Index

Book Reviews

• Payers, Patients Will Force New Directions in Health (*The Crisis in Health Care*). Reviewed by Judith Graham Jan 91:14.

CEO and Executive Interviews

• Allen P. Fletcher: Building a Regional Medical Center. Apr 90:8.
• Alliance Strengthens Care. D 90:8.
• Arthur Weintraub Discusses Metro Hospital Association. Feb 90:8.
• Award Showcases Programs (Interview of Martin H. Diamond). Mar 91:8.
• CEO Holds Keen Observer Role. (Interview of David A. Reed) O 91:8.
• Challenge is Redefinition (Interview of Charles N. Martin, Jr.). O 90:8.
• Consultants Calm Hospital Waters (Interview of David L. Woodrum). Aug 91:8.
• Florida Outreach Fits Plan (Interview of Charles A. LeMaistre). Feb 91:8.
• Fort Sanders Expands Options (Interview of Alan C. Guy). May 91:8.
• Hospital Agenda to Prioritize (Interview of John D. Forsyth). S 91:8.
• Industry Strategies Have Appropriate Home in Hospitals (Interview of Lindsey Bradley). Je 90:8.
• Karl Bartscht Develops Transition Care Units (Interview of Karl G. Bartscht). Jan 90:8.
• New Facility Builds on Experience (Interview of Craig Livermore). N 91:8.
• Network Improves Rural Care. (Interview of Lloyd V. Smith) D 91:8.
• Parker Discusses Vision (Interview of Scott S. Parker). S 90:8.
• Planning High on Agenda (Interview of Nancy Conlee Hart). Jan 91:9.
• Planning Hospital Boards for the Future (Interview of Paul G. Wedel). Aug 90:9.
• Robert Davidge Plans for Growth of Ambulatory Care (Interview of Robert C. Davidge). Mar 90:8
• Service First Puts Hospital in Touch (Interview of Roger W. Weseli). Jul 90:10.
• System Nets Economic Plusses (Interview of E. Wynn Presson). Je 91:8.
• Systems Face Challenges (Interview of Fred L. Brown). Apr 91:8.
• Systems Require Visionaries (Interview of Don L. Arnwine). Jul 91:8.
• Trauma Raises Questions (Interview of Jeptha W. Dalston, PhD). N 90:8.

Data Base Notes

• Advisory Board Provides Custom Research Agenda. D 90:6.
• AHA Enhances Monitrend II Statistics Product. N 90:6.
• AMA and Rand Look at Cardiology Patient Management. Jul 90:8.
• AMA/Net Closing Causes Market Void. O 90:6.
• AMA's New Physician Credentialing Service Streamlines Process. D 91:7.
• Associations Sponsor Info Systems Seminars. Feb 91:6.
• Baxter Exits Marketing Software; Sells to Access. Aug 90:7.
• Book Lists Health Care Laws. Jun 90:6.
• Business Database to Aid Planners with Business Location Coverage. Feb 90:5.
• 'Buyer Beware' of Computer Contract Wording. Jun 90:6.
• Catholic West Buys HBO Decision Support Ware. O 90:6.
• Computer Generates Patient Reminders. S 91:7.
• Customer Management System Masters Mailings. Apr 91:6.
• Data Banks to Track Conduct, Work of Doctors. Aug 90:7.
• Data Base Evaluates Ambulatory Surgery Care. N 91:7.
• Database Monitors Patient Satisfaction with Services. S 91:7.
• Database Service Educates Patients With Information on Preventive Care Aug 91:7.
• Database Study: Hospital Financial Picture Darkens. Feb 91:6.
• Data Source Tracks Distressed Hospitals. Apr 91:6.
• Debate Rages over Pittsburgh Data. Ju 90:8.
• Decision Support Software Develops. Mar 90:6

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

- Decision Support Software Spreads. Aug 90:7.
- Directory for 800 PPOs Published with Statistics. Mar 90:6.
- Disability Management Strategies Focus on Early Rehab. Apr 90:7.
- 'Excessive' Data Demands Strain Hospital Systems, AHA Group Concludes. S 90:6.
- Ethical Patient Data Use Focus of Data Protection Act. O 91:7.
- Federal Data Base Finder Taps Government Statistics. O 91:7.
- Georgia Baptist Analyzes Heart, Orthopedic Lines. Mar 91:6.
- Health Publication Reference Source Available. Feb 90:5
- Hospital Effectiveness Study Shows How Widely DRG Prices Can Vary. S 90:6.
- Hospitals Tap Bank For Physician Information. Je 91:7.
- Hospital Survey Is On-Line. Jul 90:8.
- Humana Tests EIS for Strategic Plan Support. S 90:6.
- Inforum AmPlan Aims Database Ambulatory Care. Apr 91:6.
- Joint Commission Gets Mixed Reviews from CEOs. May 90:6.
- Linking Data Bases Possible—But in Future. O 91:7.
- National Practitioner Data Base Begins Operations. S 90:6.
- Ohio Group Develops A Quality Measurement Database. Mar 90:6.
- Online Journals to Provide Clinical Trials Results. D 91:7.
- Malpractice Claims Tool to Curb Negligence, Limited Use in Sanctions. D 91:7.
- NAPPH Data Base Tracks Quality of Treatment. N 91:7.
- New Data Bank Software Provides Administrative Checks and Balances. O 91:7.
- New Information System Offers Decision Support. D 90:6.
- Online Imaging Accesses Key Hospital Documents. O 90:6.
- Orthopedic Surgery Field Will Expand by 41%. Feb 90:5.
- Patient Records Show Disease Data. Mar 90:6.
- Physicians' Databases Good Recruiting Source. Je 90:6.
- Pittsburgh Quality Data Sparks Cost Debate. Je 90:6.
- Profile Data Book Monitors Thirty-Seven Hospital Departments. Apr 90:7.
- Qualify Management Software Identifies Costs. Mar 91:6.
- Samaritan Installs IBM Executive Decision/VM. N 90:6.
- Severity of Illness Software Gets Nod. Aug 90:7.
- Software Refines Search for Additional Patient Markets. Jan 90:6
- Software Solves Orthopedics Cost Problems. Aug 90:7.
- Staff Sensitivity Influences Patients. Jan 90:7.
- Start-up Problems Hit Practitioner Data Bank. N 90:6.
- State Cost Report Shows Wide Variances. O 90:6.
- Successful Hospital Spends Heavily on Departmental Data Systems. O 90:6.
- System Links Patients to Hospital Through Home Computer Programs. N 91:7.
- United Hospital Fund Studies New York Debt. May 90:6.
- UPDATE Database Targets Market Demographics. S 91:7.
- VHA Expands Its Clinical/Financial Data Network. Mar 91:6.

Interviews SEE CEO and Executive Interviews

Market Memos

- Aging Populations Give Hospitals Potential Focus. Apr 91:1.
- Bone Marrow Transplant Offers Limited Potential. Jul 91:1.
- Cardiac Rehabilitation Enhances Hospital Image. S 90:1.
- Diabetes Offers Niche—But For Few Hospitals. Je 91:1.
- Fewer Patients Will Curb Pediatric Orthopedic Areas. Mar 91:1.
- High-Tech Home Care: What's In It For Hospitals? Mar 90:1.
- Hospital-based SNFs: A Good Bet for Institutions? Jun 90:1.
- Insurers Will Force Look at Quality for Payments. Feb 91:1.
- Joint Oncology Programs Offer Market Opportunities. O 90:1.
- Market Offers Few Slots for Hospital Burn Centers. O 91:1.
- Neurology Offers Range of Opportunities for Hospitals (Mary F. Giffin, MBA). May 90:1.
- The Obstetrics Market Matures for LDRs/LDRPs. Apr 90:1.
- Organ Transplants Offer Limited Opportunities. Jul 90:1.
- Pain Centers Need Dollars, Resources from Hospitals. Aug 90:1.
- Pediatric Onocology Patients Not Future Profit Center. May 91:1.
- PET Offers High-Tech Tool—But With High Price Tag. D 91:1.
- Profit from Perfecting Image Relies on Program Parameters. N 91:1. 90:2.
- Recovery Centers Rx For Excess Beds in Hospitals. Jan 91:1.
- Specialty PPOs – Finding the Niche Opportunities. Jan 90:1.
- Sleep Centers' Outlay Can Reap Rewards. S 91:1.
- Slim Profits, Moral Issue Characterize AIDS Care. Aug 91:1.
- Sports Medicine Centers Offer Marginal Profits. N 90:1.
- Winning Women's Centers Demand Latest of Services. D 90:1.

Media Notes

- Administrators Need A Say in Clinical Guidelines. Jan 91:8.
- Almanac Targets the Consumer Markets. Feb 90:6.
- Bionic Bodies, Orthopedic Surgery Attract Media. Feb 91:7.
- Bone Marrow Transplant for Breast Cancer Now Covered by the 'Blues'. D 90:7.
- Breast Cancer Patients Demand More Dollars for Research, Therapy. Jan 91:8.
- Breast Cancer Screening Expands Patient Base. Apr 91:7.
- Bypass Surgery Under Siege from Angina Study. Jan 91:8.
- Cardiac, Cancer Progress Reported. Jul 90: 9.
- Cardiac Registry Follows Up with Heart Patients. Jun 90:7.
- Cataract Study Calls for Revision of Medicare. Mar 91:7.
- Costs Change MD Attitudes about Lab Tests. Jun 90:7.
- Critique of Physicians' Self-Referral May Create Imaging Opportunities. Feb 91:7.
- Diversification Has Four Keys. Apr 90:5
- Do Health Surveys Ignore Non-phone Households? July 90:9.
- Drugs for Arrhythmia Sudden Cardiac Deaths. Jan 91:8.
- Getting The Service Edge For Your Institution. N 90:7.
- Health Care Listed as Top Worry. Feb 90:6.
- Health Execs Make Top Dollar List in Forbes. Jun 90:7.
- Hospital Costs May Soar At Tertiary Teaching Facilities, Says *JAMA*. O 90:7.
- Hospital Executives See Moderate Salary Gains. Mar 91:7.
- How Can You Encourage Innovation in a Hospital? S 90:7.
- Insurance Modes Create Second Class Patients In Cardiac Care Services. N 90:7.
- Joint Guidelines Designed to Streamline UR Process. D 90:7.
- Key Cost-Cutting Lessons Gleaned from Industry. May 90:7.
- Mammography May Add To Cost of Women's Care. N 90:7.
- Market Research Deserves More Direction from CEO. Mar 91:7.
- Medical Education Report Points to Slower Growth. S 90:7.
- Medical Journals Focus on Cholesterol Research. D 90:7.
- "No Excuses Management" Increases Productivity; Good Model for Hospitals. O 90:7.
- Open Model HMO is Getting Good Press Cutting Workers' Hospitalization Costs. May 90:7.
- Opinion Study Shows Need to Improve Administrator's Public Image. Feb 91:7.
- Physician-guided Lifestyle Reduces Heart Risk. May 90:7.
- Physicians Name "Best" Hospitals in Country. Aug 90:8.
- Publication Highlights Health Research Studies. S 90:7.
- Quality Means Control of Costs and Consistency. Apr 90:5.
- Quality Not Sacrificed With Emergence of Medicare Cutbacks. N 90:7.
- Science Watch Bears Examination for Research Leads. Apr 91:7.
- Transplant Centers Face Need for Donor Organs. Apr 91:7.
- Which Companies Will Prosper in Health Care's Future? Jul 90:9.
- Workbook Highlights Strategic Assessments. Feb 90:6.

Planning Indicators

- Cancer Accounts for 8% of Medicare Hospitalizations. N 90:23.
- Compound Factors Drive Health Care Costs Up. D 91:23.
- Construction Cost Vary by Location, Formula. N 91:23.
- Coronary Artery Bypass Grafts: Medicare Discharges. S 90:23.
- CPD Patients Require More Days in Hospital Than DRG Specifies. Aug 91:6.
- 5-Year Data Confirm Shift to Outpatient Site of Care. O 90:23.
- Free-standing Centers Spell Benefits for Hospitals, Says Environmental Scan. Aug 91:6.
- Government Deemed Responsible For Health Care Change. May 91:23.
- Heart Disease: Medicare Discharges and Deaths. Aug 90:23.
- Home Health Care Services Mix Varies By Type of Ownership. Apr 90:23.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

Reprints and back issues available from *HCSM*, 1-800-328-3211.

• Indicators Confirm Trend: Hospitals Slipping Fiscally. Aug 91:23.
• How Medicare Will Distribute 1991 Hospital Payments. Jul 90:23.
• Long-term Patients Choose Proprietary Agencies for Home Health Needs. Apr 90:23.
• Medicare-Allowed Fees For Physicians' Services: 1983-87. D 90:23.
• More Than 20% of Retired Persons Only Have Medicaid Coverage. Mar 90:23.
• National Survey Asks About Health Care Reform. Apr 91:23.
• Next Decade to Focus on Long-term Care, Outpatient Services. Je 91:23.
• New Hospitals Fill Specialty Need While Others Close. Aug 91:6.
• Premiums Soar, Employers' Rates Up for Coverage. S 91:23.
• Survey Shows Lack of Understanding of Benefits. Jul 91:23.
• Ten-Year Hospital Trends Reveal Latest AHA Findings. Feb 91:22.
• 19% of Retired Persons Don't Have Any Private Insurance Coverage. Mar 90:23.
• Nursing Home Ownership in the Unites States: Three-quarters Are For-Profit. Feb 90:23.
• Nursing Homes Report Patients' Mental Problems. Jan 91:23.
• Profiles of Physicians and National Median Fees. Jun 90:23.
• Public Sources Assume Large Role in Paying for Health Care. Aug 91:6.
• Sample Shows Few Nursing Homes Connected to Hospitals in the United States. Feb 90:23
• Selected Community Hospital Statistics: 1981-90. O 91:23.
• Study: Angioplasty Safe for 80-Year-Old Patients. O 90:7.
• Supply of Neurology Specialists Varies Widely by State. May 90:23.
• Survey Predicts Total of Nursing Home Beds Will Rise 5% in 1990. Feb 90:23.
• Trend Continues: Hospitals Spend More, Earn Less. Mar 91:23.
• Typical Non-institutionalized Medicare Patient Takes 15 Medicines. Jan 90:23.
• Utilization Patterns and Strategic Implications in the 1990s. Feb 90:22.

Statistical Notes

• Aging of America Means Growth for Valve Implants. Feb 91:5.
• AHA Survey Reaps News Hospitals Already Know: Medicare Money Dropping. D 90:5.
• AIDS Bibliography. Apr 90:6.
• AIDS Report Summarizes Data for Hospital Managers. Apr 90:6.
• AIDS Statistics Quantify Hospitals' Efforts to Cope. Mar 91:5.
• Behavioral Patients' Median Stay was 16 days. May 90:5.
• Cash Donations Drop; Anomaly, Not Trend. O 91:5.
• Census Products Yield New Information Vehicle. D 90:5.
• CEOs Cite Survival Strategies for 1990s; Specialization Noted. N 90:5.
• CEO Salaries, Bonuses Show Similar Growth. Jul 91:6.
• Census Challenges Mount; Slow Growth Will Change Marketing Strategies. O 90:5.
• Chemotherapy Costs Rise. Jul 90:7.
• Coalitions Note Successes, Frustrations in Cost Battle. Jan 90:5
• Clinical Indicators Will Play Role in Accreditation Plan. Feb 90:7.
• Communication Network Increases Efficiency Among Individual Facilities. Aug 91:4.
• Consumers Willing to Pay for Ambulatory Surgery. Mar 90:7.
• Crisis Plan Best Vehicle to Avert Confusion in Pinch. Aug 91:5.
• "Critical Choices" Report Takes Hard Look at Rising U.S. Health Care Costs.Feb 91:5.
• Database Maps Cardiovascular Surgeons. Je 90:5.
• Death Rates Tracked for Nine Chronic Diseases. Jan 91:6.
• DRG, ICD-9 Databases to Aid in Planning Efforts. Jul 91:7.
• Electrocardiology Follows Trend to Outpatient Care. O 90:5.
• Executive Incentive Plans Gain Favor in Hospitals. S 90:5.
• Fastest Urban Growth Slated for South, West for the Next Decade. N 90:5.
• Female Physicians Earn Less Than Counterparts. Aug 90:6.
• Females Show Strides in Salary and Rank. O 91:6.
• Freestanding Surgery Centers' Boom Continues. D 91:6.
• HCFA Experiments with Flat Rate Payments. Mar 91:5.
• Health Care Reform Study: Responsibility Lies With Federal Government. Je 91:6.
• HMO Growth Explosion Levels Off, Says Report. N 91:5.
• HMO Study Tracks Steady Gains. Je 90:5.
• Hospital Capital Survey Shows Promising Future. D 91:5.
• Hospitals Show Slim Revenue Margins. O 91:6.
• Hospitals Still Trail Other Industries in Computer Application Automation. S 91:5.
• Hospital Survey Assesses Use of Quality Improvement. D 91:5.
• Hypertension Signals Possible Heart Attack. Aug 90:6.
• Inappropriate Use of Medical Procedures Found in 11.2% of Cases. May 91:5.
• Income Guarantee Draw to Recruit MDs to Hospitals. S 91:5.
• Infant Mortality Rate Down Slightly in 1988, CDC Says. N 91:6.
• Inpatient/Home Care Combination Saves Money, Improves Quality of Life. S 91:6.
• Lack of Family Care Cited as Weakness for Hospital Nurses. S 91:6.
• KPMG Peat Marwick Cardiovascular Study. May 91:5.
• Market Research Valuable Tool if Used Correctly. Aug 91:5.
• Medical Technology Survey Shows Diffusion. Mar 91:5.
• Medicare Statistics Shed New Light on Uninsured. D 90:5.
• Medicare Study Shows Varying Hospital Margins. May 90:5.
• Med-Index Database Give Hospitals Comparisons. Jul 91:7.
• Method of Mental Health Care Affects Medical Costs. Jul 90:7.
• Mix of Patients Important Indicator in Hospital Evaluation. Je 91:6.
• More U. S. Hospitals Shut Doors in 1990; Trend Continues. Jul 91:6.
• Multi's Tried Four Key Diversification Strategies in '80s. Jun 90:5.
• New Marrow DRG Listed. S 90:5.
• New Hospital Combines State-of-Art Equipment for Tower Facility. Aug 91:4.
• New Service Overcomes Language Barriers. Aug 91:4.
• New, Top DRGs Assess Hospital Business Centers. D 90:5.
• Nursing Care Affects Choice of Emergency Room Care. D 19:5.
• 1988 HMO Profits Up, But They Still Run in the Red. S 90:5.
• Orthopedic Study Shows New Interests Developing Among Field's Specialists. S 90:5.
• Parkside Study To Rate Patient Satisfaction of ER, Outpatient Care. May 91:5.
• Patients Make Exists from Long Emergency Waits. O 91:5.
• Payment Source Has Less Clout on Length-of-Stay. Jul 91:6.
• Philadelphia Cost Studies Examine DRG Charges. Jan 91:6.
• Physicians Assess Health Care Business Climate of 1990s. Feb 90:7.
• ProPac Analyzes Medicare Finance. July 90:7.
• Reducing Inpatient Stays Not Panacea for '90s. Je 91:6.
• State-by-State Survey Studies Nursing Homes. Jan 91:6.
• Statistical Indicators Will Track Health Care System. Apr 91:5.
• Study Gives Numbers of Board-Certified Doctors. Apr 91:5.
• Study: Maternal Cocaine Use Doubled Rate of Newborn ICU Admission. N 91:6.
• Surgeons' Salaries Rise with Specialty Trend. O 90:5.
• Survey Estimates Average Salaries for 1989 Residents. Mar 90:7.
• Survey Predicts Harsh Climate for Health Care in 1990. N 90:5.
• Trauma Center Study Cites Reasons for Closings. N 91:6.
• Quality Will Drive Changes in Acute Health Care. D 91:6.

Strategic Developments

• AHA Initiates New Advertising Guidelines. May 91:4.
• Assessments Claim Bigger Strategic Planning for Next Decade. Je 91:4.
• Barnes Tries Many Strategies to Improve Transplant Donations. Apr 91:4.
• Barrow MRI Treats Back Pain; New Spine Clinic Will Conduct Research. S 90:4.
• Baylor Opens $20 Million Landry Sports Medicine Research Center in Dallas. Feb 91:4.
• Beating the Clock New Marketing Ploy for Hospital. S 91:4.
• Bone Marrow Focus of New Program. Aug 90:5.
• Buffalo General Expands Cardiac Transplants. Jul 90:3.
• Call Doctor Inc. Brings ER Diagnostics to Home Care D 91:4.
• Cardiovascular Heads Cement Ties With Group To Further Specialty. D 90:4.
• Cardiac Patients to Gain from Quality Food Service. N 90:4.
• CFOs Face Ten Threats to Capital Investment. May 90:4.
• Chest Pain Center Spotlights Cardiac Care. Feb 90:4.
• Chest Pain Program Increases Patient Volume. May 91:4.
• Colorado's University Hospital Goes Independent. Jan 90:4.
• Consumer Marketing Pays Off for Omaha Hospital. Feb 90:4.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.

Reprints and back issues available from *HCSM*, 1-800-328-3211.

• Center Joins Premier Group. Jan 91:5.
• Elevator Safeguards OR Patients During Transport to Intensive Care Unit. N 91:4.
• Environmental Issues Kit Preserves Hospitals' Images. D 91:4
• Family House Temporary Home For Transplant Patients. Aug 90:5.
• Gallup Audit Helps Hospitals Define Quality. N 91:4.
• 'Grand Rounds' Program Gives Hospital Executives Global Look at Health. O 90:4.
• Health Line Rings in New Business. Mar 90:5.
• Heart DRG Strategy Enabled Lourdes to Build a Budget Surplus. S 90:4.
• High CEO Turnover Rate Declined in 1990 to 12.8%. Mar 91:4.
• Hospital Expects Dollars From Hispanic Patients, New Physicians. Je 91:4.
• Hospital Finds Head Start With Catheterization Test. Jan 91:5.
• Hospitals, Labor Unions Forge New Council. Jul 90:6.
• Illinois Masonic Exercises, Reworks Crisis Strategy to Handle HIV Case. Je 91:4.
• Industrial Partnership Built Proton Cancer Unit At Loma Linda University. S 90:4.
• Iowa Clinic Expands Orthopedic Hours. Aug 90:5.
• Iowa Kidney Stone Center Thrives With New Plan. Apr 91:4.
• Marketing Plan Joins Publicity, Philanthropy to Promote Cancer Center. N 90:4.
• Marketing Within Your Organization. Mar 90:5.
• MD Medical-Legal Guide Aids in Risk Management. N 91:4.
• Medical Guide Designed to Promote Wellness, Hospital. S 91:4.
• Mt. Sinai Hospital Enters New Building Phase. Apr 90:4.
• New Product Lines Planning Priorities. Jan 91:4.
• New Hospital Combines State-of-Art Equipment for Tower Facility. Aug 91:4.
• New Tool Aids Utilization Review. O 90:4.
• Nurses Bonus Program Draws Staff to Hospitals. Je 90:4.
• Nursing Project Stems Shortage With Teams; Focuses on Joint Care. D 90:4.
• Outside Collectors Help Hospital Regain Payments. S 91:4.
• Paid Newsletters Offer Profit Potential to Medical Centers (Donald E. L. Johnson). Feb 90:1.
• Partnership Nets $2 Million in Profits for N. Y. Hospital. Jul 91:4.
• Pediatric Clinics and Surgicenters Widen Market Reach. Mar 90:4.
• Physicians Need Attention from Administrators. Jul 91:4.
• Referring Physician Guide Nets More Business for Indiana Hospital. Je 91:5.
• School Health Center Making the Grade. Jul 91:5.
• Shands Adds Cancer Treatment Technique. May 91:4.
• Staff Communication Improves Patient Outcomes. Mar 90:5.
• States Rated for Health Conditions. Jan 90:4.
• Strategic Predictions from Brown and McCool. May 90:4.
• Strategy Incorporates Indirect, Direct Costs. O 91: 4.
• Study Examines Systems Integration of Multi's. Mar 91:4.
• Super Cyclotron Gives Cancer Program Position. D 91:4.
• 'Surgery Hotel' Supplies Luxury for Patients in Routine Recovery. O 90:4.
• System Unites Oncology Services. Jul 91:5.
• Tip Sheets Tell Successes of Product Line Marketing. D 90:4.
• Transplant Programs Will Receive Scrutiny. Mar 91:4.
• Turnaround Owes Success to New Community Strategy. Mar 90:4.
• USC and NME Plan New Tertiary Care Hospital. Jul 90:4.
• Valley Medical Teaches Language Skills to Staff. S 91:4.
• Video Program Trains Trustees, Board Members. O 91: 5.

AUTHORS

Arnwine, Don L. (Interview), Jul 91:8.
Balik, Barbara, Jan 91:16.
Bare, James L. May 90:10, Mar 91:18.
Bartscht, Karl G. Jan 90:8.
Bender, A. Douglas, O 90:13, Jul 91:13.
Bess, Alice I., May 90:10.
Blancett, Lee, Aug 91:13.
Bonine, Bruce R. Jan 90:12.
Brown, Fred L. (Interview), Apr 91:8.
Brunnquell, Donald, Jan 91:16.
Clark, Katherine S. May 91:16.
Dalston, Ph.D., Jeptha W. (Interview), N 90:6.
Davidge, Robert C. Mar 90:8.
Diamond, Martin H. (Interview), Mar 91:18.
Dixon, Rolf D. Je 91:14.
Doyle, Michael J. N 91:15.
Espy, Siri, D 91:16.
Espy, Siri, Aug 90:16.
Fletch, Allen P. (Interview). Apr 90:8.
Forsyth, John D. (Interview) S 91:8.
Fox, Benjamin B. Apr 89:13, May 89:17, Feb 90:15.
Graham, Judith (review by) Jan 91:14.
Giffin, Mary F., MBA. May 90:1.
Godroe, Joane H. Aug 90:16.
Gottheiner, David L. Feb 90:15.
Guy, Alan C. (Interview). May 91:8.
Hart, Nancy Conlee (Interview). Jan 91:9.
Hayes, James A. Mar 90:12.
Helt, Eric H. Feb 90:3.
Hichs, Kevin J. Aug 90:16.
Howard, Mark J. O 90:20, N 90:20.
Jonassen, James O. Apr 91:13.
Kalish, Ph.D., Ruth, N 90:14.
Lancaster, Linda, S 90:13.
Lazarus, Ian R. Jul 91:16.
LeMaistre, Charles A. (Interview), Feb 91:8.
Livermore, Craig (Interview), N 91:8.
Martin, Jr., Charles N. (Interview), O 90:8.
Martinetto, Diana L. MSN, MSA, Jun 90:17.
Matson, Ted, Mar 91:16.
Mc Carthy, Gerald J. MD, N 91:18.
Miller, Adrienne Nyman. D 90:17.
Newton, Mark, S 90:16.
O'Gara, Nellie, O 90:16.
Paridy, Nancy E., JD, May 91:13.
Parker, Scott S. (Interview), S 90:8.
Parsons, Robert J. N 90:20.
Pearson, Ellen, July 90:15.
Pearson, Thomas, Jan 91:16.
Philbin,Patrick, Aug 91:16.
Pivnivny, Vincent C., May 90:15.
Presson, E. Wynn (Interview), Jun 91:8.
Quinn, Juanita C., Ed.D. R.N., Apr 91:16.
Richard A. Radoccia, Aug 91:113.
Raymond, David E. Jul 90:14.
Reed, David A. (Interview), O 91:8.
Reilly, Robert F. Mar 90:12.
Ronning, Philip L. Jan 90:16, N 90:17.
Rosenstein, Alan H. MD, MBA, S 91:14.
Rosenthal, Elizabeth, D 90:13.
Rubin, Red, Aug 90:13.
Schryver, Darrell, Feb 90:12.
Shulkin, David, MD, S 91:14.
Sipkoski, Michael, D 91:12.
Smith, Lloyd V. (Interview), D 91:8.
Snow, Janet L. Feb 91:13.
Steiner, Steven R. S 90:16.
Vanderveen, Loretta, Feb 91:16.
Venvenuto, John A. Aug 91:13.
Wedel, Paul G. (Interview), Aug 90:9.
Weil, Thomas P. PhD Jun 90:14.
Weintraub, Arthur E. Feb 90:8.
Weseli, Roger W. (Interview), Jul 90:10.
Woodrum, David L. (Interview), Aug 91:8.
Work, Paul I. Apr 90:12.
Zampetti, James Apr 90:12.

© Copyright 1991 by The Business Word Inc. Unauthorized photocopying or distribution is strictly prohibited by law.